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James P. Naughton

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Technology Center 2100

Our Case No.: 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh et al.

Serial No.: 09/285,929

Examiner: Not Assigned

Filing Date: April 2, 1999

Group Art Unit: 2176

For: METHOD AND SYSTEM FOR OPTIMUM
PLACEMENT OF ADVERTISEMENTS ON A
WEBPAGE

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

#9 SC
8/11/02

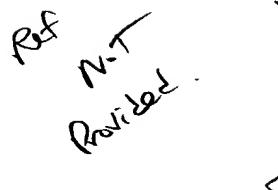
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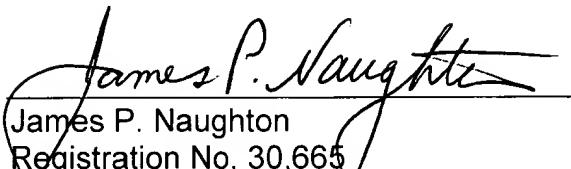
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In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement
is not to be construed as a representation that a search has been made and is not to be
construed to be an admission that the information cited is, or is considered to be,
material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first
Official Action reflecting an examination on the merits and hence is believed to be timely
filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in
connection with filing of this Information Disclosure Statement. However, should any
fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to
these materials, the Commissioner is hereby authorized to deduct said fees from Brinks
Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in
the present case.

Respectfully submitted,



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